

**IN THE CLAIMS**

1. (currently amended) An information service method, comprising:

receiving broadcast program data and information associated with a plurality of consumer commodities that appear in a broadcast program formed of the broadcast program data, the broadcast program having a predefined order, the information associated with the plurality of consumer commodities being synchronously transmitted with the broadcast program data;

reproducing the broadcast program in its predefined order from the received broadcast program data;

displaying the reproduced broadcast program on a display such that the information associated with the plurality of consumer commodities does not ordinarily alter any of the images shown on any portion of the display;

selecting one of the plurality of consumer commodities by placing a cursor on that commodity while that commodity appears in the displayed broadcast program;

extracting the information associated with the selected one of the plurality of consumer commodities from the information associated with the plurality of consumer commodities;

displaying at least a portion of the information associated with the selected one of the plurality of consumer commodities on a child screen superimposed on the reproduced broadcast program; and

storing information about the selected one of the plurality of consumer commodities while the reproduced broadcast program is being displayed so that the stored information about the selected one of the plurality of consumer commodities is accessible after the reproduced broadcast program is displayed.

2. (previously presented) The information service method as set forth in claim 1, wherein said method is a method for buying the selected one of the plurality of consumer commodities.

3. (previously presented) The information service method as set forth in claim 1, wherein an image representing the selected one of the plurality of consumer commodities is displayed on the child screen of the displaying portion.

4. (previously presented) The information service method as set forth in claim 3, wherein the display of the image representing the selected one of the plurality of consumer commodities may be switched with a display of the information associated with the selected one of the plurality of consumer commodities on the child screen.

5. (previously presented) The information service method as set forth in claim 1, wherein the information associated with the selected one of the plurality of consumer commodities includes information selected from the group consisting of information about a price of the selected one of the plurality of consumer commodities, and information about a name that distinguishes the selected one of the plurality of consumer commodities.

6. (previously presented) The information service method as set forth in claim 1, wherein the information associated with the selected one of the plurality of consumer commodities includes information about a store from which the selected one of the plurality of consumer commodities can be bought.

7. (previously presented) The information service method as set forth in claim 1, wherein the information associated with the selected one of the plurality of consumer commodities includes information regarding how the selected one

of the plurality of consumer commodities is purchased through a network.

8.-14. (cancelled)

15. (previously presented) The information service method as set forth in claim 1, wherein the broadcast program data and the information associated with the plurality of consumer commodities are received through a bi-directional communication network.

16. (previously presented) The information service method as set forth in claim 1, wherein the information associated with the selected one of the plurality of consumer commodities is paired with bit map addresses of a display screen of the broadcast program.

17. (previously presented) The information service method as set forth in claim 1, wherein the transmission of the information associated with the selected one of the plurality of consumer commodities is synchronized with an image from the broadcast program.

18.-47. (cancelled)

48. (previously presented) The information service method as set forth in claim 1, further comprising: transmitting the stored information about the selected one of the plurality of consumer commodities to an external apparatus, and receiving further information associated with the stored information about the selected one of the plurality of consumer commodities from the external apparatus.

49. (previously presented) The information service method as set forth in claim 1, further comprising: referring to the stored information about the selected one of the plurality of consumer commodities to access further information associated with the stored information about the selected one of the plurality of consumer commodities.

50. (previously presented) The information service method as set forth in claim 1, wherein the broadcast program is selected from the group consisting of a broadcast dramatic program and a broadcast movie.

51. (previously presented) The information service method as set forth in claim 1, wherein a given portion of the information associated with at least one of the plurality of consumer commodities is further associated with a particular scene of the broadcast program.

52. (new) The information service method as set forth in claim 1, wherein said step of displaying the reproduced program includes displaying the reproduced broadcast program on a display portion of a remote control, and said selecting step includes positioning the cursor on the selected one of the plurality of consumer commodities using the remote control.

53. (new) The information service method as set forth in claim 52 wherein the cursor appears on the display portion of the remote control but does not appear on the display.

54. (new) The information service method as set forth in claim 52, further comprising:

displaying the at least portion of the information associated with the selected one of the plurality of consumer commodities on the display portion of the remote control after said extracting step is carried out.

55. (new) The information service method as set forth in claim 54, wherein the at least portion of the information associated with the selected one of the plurality of consumer commodities is displayed on the display portion instead of the superimposed child screen.